

AMENDED IN SENATE JUNE 15, 2010

CALIFORNIA LEGISLATURE—2009–10 REGULAR SESSION

ASSEMBLY BILL

No. 1971

**Introduced by Assembly Member Bonnie Lowenthal
(Principal coauthor: Assembly Member Torlakson)**

February 17, 2010

An act to amend Sections 89090, 89090.5, 92630, and 92630.9 of, and to add Sections 89090.3 and 92630.3 to, the Education Code, relating to public postsecondary education.

LEGISLATIVE COUNSEL'S DIGEST

AB 1971, as amended, Bonnie Lowenthal. California State University and University of California: alumni: disclosure.

(1) Existing law establishes the California State University, administered by the Trustees of the California State University, and the University of California, administered by the Regents of the University of California, as 2 of the segments of public postsecondary education in this state. Existing law establishes the Hastings College of the Law, under the governance of the Board of Directors of the Hastings College of the Law, within the University of California.

Existing law prescribes criteria for the disclosure of the names and addresses of alumni of the California State University, the University of California, and the Hastings College of the Law. Existing law requires that the names, addresses, and electronic mail addresses of alumni be disclosed only to provide those persons with informational materials relating to the California State University, the University of California, and the Hastings College of the Law, and its programs and activities; to provide those persons, or the trustees, auxiliary organizations of the California State University, as defined, or the Regents of the University

of California, the Board of Directors of the Hastings College of the Law, or the alumni associations with beneficial commercial opportunities; or to promote and support the educational mission of the California State University, the University of California, the trustees, the regents, the Board of Directors of the Hastings College of the Law, or the alumni associations.

Existing law authorizes this disclosure only if the trustees, auxiliary organizations, or the alumni associations, in the case of the California State University, or the regents, the board of directors, or the alumni associations, in the case of the University of California and the Hastings College of the Law, have a written agreement with a business, as defined, that maintains control over this data that requires the business to maintain the confidentiality of the names, addresses, and electronic mail addresses of the alumni, that requires that the university or the college retain the right to approve or reject any purpose for which the private information is to be used by the business and to review and approve the text of mailings sent to alumni, and that prohibits the business from using the information for any purposes other than those described, and the disclosure of alumni names, addresses, and electronic mail addresses does not include the names and addresses of alumni who have directed the trustees, the regents, the board of directors, or an alumni association or auxiliary organization, not to disclose their names, addresses, or electronic mail addresses.

Existing law requires the California State University, the University of California, and the Hastings College of the Law to make available to its alumni a specified form or an alternative notice, including specified information, in a mailing or in an Internet posting, as prescribed, before alumni names, addresses, and electronic mail addresses may be disclosed.

Under existing law, the above provisions are applicable to the University of California and the Hastings College of the Law only to the extent that the regents or the board of directors act, by resolution, to make them applicable.

This bill would delete the Hastings College of the Law from the above-described provisions.

With respect to the form that these institutions are required to make available to alumni prior to the disclosure of alumni information, this bill would require that form to be provided to alumni through a link on the homepage of the Internet Web site of the alumni association or in the alumni association's privacy policy.

The bill would also express the intent of the Legislature that, by July 1, 2014, the California State University; *and* the University of California; ~~and the Hastings College of the Law~~ submit reports to the Legislature regarding compliance with these provisions.

(2) Existing law specifies that the above provisions are repealed as of January 1, 2011.

This bill would extend those repeal dates to January 1, 2016.

Vote: majority. Appropriation: no. Fiscal committee: yes.
State-mandated local program: no.

The people of the State of California do enact as follows:

1 SECTION 1. Section 89090 of the Education Code is amended
2 to read:

3 89090. (a) The trustees, alumni associations, and auxiliary
4 organizations may distribute the names, addresses, and electronic
5 mail addresses of alumni of the California State University to a
6 business as described in subdivision (b), in order to accomplish
7 any or all of the following:

8 (1) To provide those persons with informational materials
9 relating to the university and its programs and activities.

10 (2) To provide those persons, the trustees, the alumni
11 associations, and the auxiliary organizations with commercial
12 opportunities that provide a benefit to those persons, or to the
13 trustees, alumni associations, or auxiliary organizations.

14 (3) To promote and support the educational mission of the
15 university, the trustees, the alumni associations, or the auxiliary
16 organizations.

17 (b) The disclosures authorized in subdivision (a) shall be
18 permitted only if all of the following requirements are met:

19 (1) (A) The trustees, the alumni associations, or the auxiliary
20 organizations have a written agreement with a business, as defined
21 in subdivision (a) of Section 1798.80 of the Civil Code, that
22 maintains control over this data that requires the business to
23 maintain the confidentiality of the names, addresses, and electronic
24 mail addresses of the alumni, that requires that the California State
25 University retain the right to approve or reject any purpose for
26 which the private information is to be used by the business, and
27 to review and approve the text of mailings sent to alumni pursuant
28 to this section, and that prohibits the business from using the

1 information for any purposes other than those described in
2 subdivision (a). The text of a mailing intended to be sent to alumni
3 pursuant to this section shall not be approved by the trustees, the
4 affected alumni association, or the affected auxiliary organization
5 unless and until the mailing conspicuously identifies the university,
6 the alumni association, or the auxiliary organization as associated
7 with the business described in the mailing.

8 (B) If an affinity partner, as defined in Section 4054.6 of the
9 Financial Code, sends any message to any electronic mail address
10 obtained pursuant to this section, that message shall include at
11 least both of the following:

12 (i) The identity of the sender of the message.
13 (ii) A cost-free means for the recipient to notify the sender not
14 to electronically transmit any further message to the recipient.

15 (2) The trustees, an alumni association, or an auxiliary
16 organization shall not disclose to, or share alumni nonpublic
17 personal information with, a business, as defined in paragraph (1),
18 unless the institution, association, or organization has clearly and
19 conspicuously notified the alumnus, pursuant to subdivision (c),
20 that the nonpublic personal information may be disclosed to the
21 business and that the alumnus has not directed that the nonpublic
22 personal information not be disclosed.

23 (3) The disclosure of alumni names, addresses, and electronic
24 mail addresses does not include the names, addresses, and
25 electronic mail addresses of alumni who, pursuant to subdivision
26 (c) or in another manner, have directed the trustees, an alumni
27 association, or an auxiliary organization not to disclose their names,
28 addresses, or electronic mail addresses.

29 (4) No information regarding either of the following is disclosed:

30 (A) The current students of the California State University.

31 (B) An alumnus who, as a student at a campus of the California
32 State University, indicated that, pursuant to the Family Educational
33 Rights and Privacy Act, he or she did not wish his or her name,
34 address, and electronic mail address to be disclosed.

35 (c) (1) The trustees, the affected alumni association, or the
36 affected auxiliary organization shall satisfy the notice requirements
37 of subdivision (b) if it uses the form set forth in paragraph (2). The
38 form set forth in this subdivision or a form that complies with
39 subparagraphs (A) to (J), inclusive, of this paragraph shall be
40 provided by the trustees, the alumni association, or the auxiliary

1 organization to the alumnus as required in this subdivision, and
2 shall describe the nature of the information the alumnus would
3 receive should the alumnus choose not to opt out, so that the
4 alumnus may make a decision and provide direction to the trustees,
5 the alumni association, or the auxiliary organization regarding the
6 sharing of his or her name, address, and electronic mail address:

7 (A) The form uses the title “IMPORTANT PRIVACY
8 CHOICE” and the header, if applicable, as follows: “Restrict
9 Information Sharing With Affinity Partners.”

10 (B) The titles and headers in the form are clearly and
11 conspicuously displayed, and no text in the form is smaller than
12 10-point type.

13 (C) The form is a separate document, except as provided by
14 subparagraph (B) of paragraph (3).

15 (D) The choice or choices provided in the form are stated
16 separately, and may be selected by checking a box.

17 (E) The form is designed to call attention to the nature and
18 significance of the information in the document.

19 (F) The form presents information in clear and concise
20 sentences, paragraphs, and sections.

21 (G) The form uses short explanatory sentences (an average of
22 15 to 20 words) or bullet lists whenever possible.

23 (H) The form avoids multiple negatives, legal terminology, and
24 highly technical terminology whenever possible.

25 (I) The form avoids explanations that are imprecise and readily
26 subject to different interpretations.

27 (J) The form is not more than one page.

28 (2) The form reads as follows:

29
30 **IMPORTANT PRIVACY CHOICE**

31 You have the right to control whether we share your name,
32 address, and electronic mail address with our affinity partners
33 (companies that we partner with to offer products or services to
34 our alumni). Please read the following information carefully before
35 you make your choice below:

36 **Your Rights**

37 You have the following rights to restrict the sharing of your
38 name, address, and electronic mail address with our affinity
39 partners. This form does not prohibit us from sharing your
40 information when we are required to do so by law. This includes

1 sending you information about the alumni association, the
2 university, or other products or services.

3 Your Choice

4 Restrict Information Sharing With Affinity Partners:

5 Unless you say “NO,” we may share your name, address, and
6 electronic mail address with our affinity partners. Our affinity
7 partners may send you offers to purchase various products or
8 services that we may have agreed they can offer in partnership
9 with us.

10 () NO, please do not share my name, address, and electronic
11 mail address with your affinity partners.

12 Time Sensitive Reply

13 You may decide at any time that you do not want us to share
14 your information with our affinity partners. Your choice marked
15 here will remain unless you state otherwise. However, if we do
16 not hear from you, we may share your name, address, and
17 electronic mail address with our affinity partners.

18 If you decide that you do not want to receive information from
19 our partners, you may do one of the following:

20 (1) Call this toll-free telephone number: (xxx-xxx-xxxx).

21 (2) Reply electronically by contacting us through the following
22 Internet option: xxxxxxxxxxxx.com.

23 (3) Fill out, sign, and send back this form to us at the following
24 address (you may want to make a copy for your records).

25 XXXXXXXXXXXXXXXXXXXX

26 XXXXXXXXXXXXXXXXXXXX

27 XXXXXXXXXXXXXXXXXXXX

28 Name:

29 Address:

30 Signature:

31
32 (3) (A) The trustees, the affected alumni association, or the
33 affected auxiliary organization shall not be in violation of this
34 subdivision solely because they include in the form one or more
35 brief examples or explanations of the purpose or purposes for
36 which, or the context within which, names, addresses, and
37 electronic mail addresses will be shared, as long as those examples
38 meet the clarity and readability standards set forth in paragraph
39 (1).

1 (B) The form shall be provided to alumni in each of the
2 following communications:

3 (i) The solicitation to students, upon their graduation, from the
4 trustees or the alumni association, encouraging students to join the
5 alumni association or to avail themselves of the services or benefits
6 of the association, shall include the form.

7 (ii) The alumni association magazine or newsletter, or both,
8 shall include the form on an annual or more frequent basis.

9 (iii) The Internet Web site for the alumni association shall
10 include a link to the form, which shall be located on either the
11 homepage of the association's Internet Web site or in the
12 association's privacy policy.

13 (iv) A one-time mailing to all alumni on the university mailing
14 list as of January 1, 2006.

15 (v) An annual electronic communication to those alumni for
16 whom electronic mail addresses are available.

17 (4) The trustees, the affected alumni associations, or the affected
18 auxiliary organizations shall provide at least two alternative
19 cost-free means for alumni to communicate their privacy choices,
20 such as calling a toll-free telephone number or using electronic
21 means. The trustees, the alumni association, or the auxiliary
22 organization shall clearly and conspicuously disclose in the form
23 required by this subdivision the information necessary to direct
24 the alumnus on how to communicate his or her choice, including
25 the toll-free telephone or facsimile number or Web site address
26 that may be used, if those means of communication are offered.

27 (5) (A) An alumnus may direct at any time that his or her name,
28 address, and electronic mail address not be disclosed. The trustees,
29 the affected alumni association, or the affected auxiliary
30 organization shall comply with the direction of an alumnus
31 concerning the sharing of his or her name, address, and electronic
32 mail address within 45 days of receipt by the trustees, the alumni
33 association, or the auxiliary organization. When an alumnus directs
34 that his or her name, address, and electronic mail address not be
35 disclosed, that direction is in effect until otherwise stated by the
36 alumnus.

37 (B) Nothing in this subdivision shall prohibit the disclosure of
38 the name, address, and electronic mail address of an alumnus as
39 allowed by other applicable provisions of state law.

(6) The trustees, or the affected alumni association or the affected auxiliary organization, may provide a joint notice from the trustees or from one or more alumni associations, as identified in the notice, so long as the notice is accurate with respect to the trustees and the alumni association or associations or auxiliary organization or organizations participating in the joint notice.

(d) As used in this section, “auxiliary organization” has the same meaning as set forth in Section 89901.

(e) This section shall not be construed to authorize the release of any social security numbers.

SEC. 2. Section 89090.3 is added to the Education Code, to read:

89090.3. It is the intent of the Legislature that, on or before July 1, 2014, the California State University provide a letter to the Assembly Committee on Judiciary and the Senate Committee on Judiciary containing all of the following information:

(a) A survey of the affinity partnership agreements for each campus, including how many alumni have opted out of those agreements, and a description of the affinity partnership program.

(b) Whether alumni are receiving opt-out forms pursuant to paragraph (1) of subdivision (c) of Section 89090, and if so, a description of when the alumni receive those forms and the manner in which the alumni receive the forms.

(c) Whether alumni are receiving an annual electronic communication pursuant to paragraph (3) of subdivision (c) of Section 89090.

(d) Whether campuses are using the statutory opt-out form, as set forth in paragraph (2) of subdivision (c) of Section 89090, or another form that meets the requirements of subdivision (c) of Section 89090.

(e) Whether the opt-out form is provided on the homepage of the alumni association’s Internet Web site or in the alumni association’s privacy policy.

SEC. 3. Section 89090.5 of the Education Code is amended to read:

89090.5. This article shall remain in effect only until January 1, 2016, and as of that date is repealed, unless a later enacted statute, that is enacted before January 1, 2016, deletes or extends that date.

1 SEC. 4. Section 92630 of the Education Code is amended to
2 read:

3 92630. (a) The regents and alumni associations may distribute
4 the names, addresses, and electronic mail addresses of alumni of
5 the University of California ~~or the Hastings College of the Law~~ to
6 a business as described in subdivision (b) in order to accomplish
7 any or all of the following:

8 (1) To provide those persons with informational materials
9 relating to the university or college and its programs and activities.

10 (2) To provide those persons, the regents, the board of directors,
11 and the alumni associations with commercial opportunities that
12 provide a benefit to those persons, or to the regents, the board of
13 directors, or the alumni associations.

14 (3) To promote and support the educational mission of the
15 university, the regents, the board of directors, or the alumni
16 associations.

17 (b) The disclosures authorized in subdivision (a) shall be
18 permitted only if all of the following requirements are met:

19 (1) (A) The regents, the board of directors, or the alumni
20 associations have a written agreement with a business, as defined
21 in subdivision (a) of Section 1798.80 of the Civil Code that
22 maintains control over this data that requires the business to
23 maintain the confidentiality of the names, addresses, and electronic
24 mail addresses of the alumni, that requires that the University of
25 California ~~or the Hastings College of the Law~~ retain the right to
26 approve or reject any purpose for which the private information
27 is to be used by the business and to review and approve the text
28 of mailings sent to alumni pursuant to this section, and that
29 prohibits the business from using the information for any purposes
30 other than those described in subdivision (a). The text of a mailing
31 intended to be sent to alumni pursuant to this section shall not be
32 approved by the regents or the affected alumni association unless
33 and until the mailing conspicuously identifies the university or the
34 alumni association as associated with the business described in
35 the mailing.

36 (B) If an affinity partner, as defined in Section 4054.6 of the
37 Financial Code, sends any message to any electronic mail address
38 obtained pursuant to this section, that message shall include at
39 least both of the following:

40 (i) The identity of the sender of the message.

1 (ii) A cost-free means for the recipient to notify the sender not
2 to electronically transmit any further message to the recipient.

3 (2) The regents, the board of directors, or an alumni association
4 shall not disclose to, or share a consumer's nonpublic personal
5 information with, a business, as defined in paragraph (1), unless
6 the institution, association, or organization has clearly and
7 conspicuously notified the consumer pursuant to subdivision (c),
8 that the nonpublic personal information may be disclosed to the
9 business and that the alumnus has not directed that the nonpublic
10 personal information not be disclosed.

11 (3) The disclosure of alumni names, addresses, and electronic
12 mail addresses does not include the names, addresses, and
13 electronic mail addresses of alumni who, pursuant to subdivision
14 (c) or in another manner, have directed the regents, the board of
15 directors, or an alumni association not to disclose their names,
16 addresses, or electronic mail addresses.

17 (4) No information regarding either of the following is disclosed:

18 (A) The current students of the University of California ~~or the~~
19 ~~Hastings College of the Law.~~

20 (B) An alumnus who, as a student of a campus of the University
21 of California ~~or the Hastings College of the Law~~, indicated that,
22 pursuant to the Family Educational Rights and Privacy Act, he or
23 she did not wish his or her name, address, and electronic mail
24 address to be disclosed.

25 (c) (1) The regents, the board of directors, or the affected alumni
26 association shall satisfy the notice requirements of subdivision (b)
27 if it uses the form set forth in paragraph (2). The form set forth in
28 this subdivision or a form that complies with subparagraphs (A)
29 to (J), inclusive, of this paragraph shall be provided by the regents,
30 the board of directors, or the alumni association to the alumnus as
31 required in this subdivision, and shall describe the nature of the
32 information the alumnus would receive should the alumnus choose
33 not to opt out, so that the alumnus may make a decision and provide
34 direction to the regents and the alumni association regarding the
35 sharing of his or her name, address, and electronic mail address:

36 (A) The form uses the title "IMPORTANT PRIVACY
37 CHOICE" and the header, if applicable, as follows: "Restrict
38 Information Sharing With Affinity Partners."

1 (B) The titles and headers in the form are clearly and
2 conspicuously displayed, and no text in the form is smaller than
3 10-point type.

4 (C) The form is a separate document, except as provided by
5 subparagraph (B) of paragraph (3).

6 (D) The choice or choices provided in the form are stated
7 separately, and may be selected by checking a box.

8 (E) The form is designed to call attention to the nature and
9 significance of the information in the document.

10 (F) The form presents information in clear and concise
11 sentences, paragraphs, and sections.

12 (G) The form uses short explanatory sentences (an average of
13 15 to 20 words) or bullet lists whenever possible.

14 (H) The form avoids multiple negatives, legal terminology, and
15 highly technical terminology whenever possible.

16 (I) The form avoids explanations that are imprecise and readily
17 subject to different interpretations.

18 (J) The form is not more than one page.

19 (2) The form reads as follows:

20
21 **IMPORTANT PRIVACY CHOICE**

22 You have the right to control whether we share your name,
23 address, and electronic mail address with our affinity partners
24 (companies that we partner with to offer products or services to
25 our alumni). Please read the following information carefully before
26 you make your choice below:

27 **Your Rights**

28 You have the following rights to restrict the sharing of your
29 name, address, and electronic mail address with our affinity
30 partners. This form does not prohibit us from sharing your
31 information when we are required to do so by law. This includes
32 sending you information about the alumni association, the
33 university, or other products or services.

34 **Your Choice**

35 **Restrict Information Sharing With Affinity Partners:**

36 Unless you say “NO,” we may share your name, address, and
37 electronic mail address with our affinity partners. Our affinity
38 partners may send you offers to purchase various products or
39 services that we may have agreed they can offer in partnership
40 with us.

() NO, please do not share my name, address, and electronic mail address with your affinity partners.

Time Sensitive Reply

You may decide at any time that you do not want us to share your information with our partners. Your choice marked here will remain unless you state otherwise. However, if we do not hear from you, we may share your name, address, and electronic mail address with our affinity partners.

If you decide that you do not want to receive information from our partners, you may do one of the following:

(1) Call this toll-free telephone number: (xxx-xxx-xxxx).

(2) Reply electronically by contacting us through the following Internet option: xxxxxxxxxxxx.com.

(3) Fill out, sign, and send back this form to us at the following address (you may want to make a copy for your records).

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

XXXXXXXXXXXXXXXXXXXX

Name:

Address:

Signature:

(3) (A) The regents, the board of directors, or the affected alumni association shall not be in violation of this subdivision solely because they include in the form one or more brief examples or explanations of the purpose or purposes for which, or the context within which, names, addresses, and electronic mail addresses will be shared, as long as those examples meet the clarity and readability standards set forth in paragraph (1).

(B) The form shall be provided to alumni in each of the following communications:

(i) The solicitation to students, upon their graduation, from the regents, the board of directors, or the alumni association, encouraging students to join the alumni association or to avail themselves of the services or benefits of the association, shall include the form.

(ii) The alumni association magazine or newsletter, or both, shall include the form on an annual or more frequent basis.

(iii) The Internet Web site for the alumni association shall include a link to the form, which shall be located on either the

1 homepage of the association's Internet Web site or in the
2 association's privacy policy.

3 (iv) A one-time mailing to all alumni on the university or college
4 mailing list as of January 1, 2006.

5 (v) An annual electronic communication to those alumni for
6 whom electronic mail addresses are available.

7 (4) The regents, the board of directors, or the affected alumni
8 associations shall provide at least two alternative cost-free means
9 for alumni to communicate their privacy choice, such as calling a
10 toll-free telephone number, or using electronic means. The regents,
11 the board of directors, or the alumni association shall clearly and
12 conspicuously disclose in the form required by this subdivision
13 the information necessary to direct the alumnus on how to
14 communicate his or her choices, including the toll-free telephone
15 or facsimile number or Web site address that may be used, if those
16 means of communication are offered.

17 (5) (A) An alumnus may direct at any time that his or her name,
18 address, and electronic mail address not be disclosed. The regents,
19 the board of directors, or the affected alumni association shall
20 comply with the direction of an alumnus concerning the sharing
21 of his or her name, address, and electronic mail address within 45
22 days of receipt by the regents, the board of directors, or the alumni
23 association. When an alumnus directs that his or her name, address,
24 or electronic mail address not be disclosed, that direction is in
25 effect until otherwise stated by the alumnus.

26 (B) Nothing in this subdivision shall prohibit the disclosure of
27 the name, address, or electronic mail address of an alumnus as
28 allowed by other applicable provisions of state law.

29 (6) The regents, the board of directors, or the affected alumni
30 association may provide a joint notice from the regents, from the
31 board of directors, or from one or more alumni associations, as
32 identified in the notice, so long as the notice is accurate with
33 respect to the regents or the board of directors and the alumni
34 association or associations participating in the joint notice.

35 (d) This section shall not be construed to authorize the release
36 of any social security numbers.

37 SEC. 5. Section 92630.3 is added to the Education Code, to
38 read:

39 92630.3. It is the intent of the Legislature that, on or before
40 July 1, 2014, the University of California and the Hastings College

1 of the Law provide a letter to the Assembly Committee on Judiciary
2 and the Senate Committee on Judiciary containing all of the
3 following information:

4 (a) A survey of the affinity partnership agreements for each
5 campus, including how many alumni have opted out of those
6 agreements, and a description of the affinity partnership program.

7 (b) Whether alumni are receiving opt-out forms pursuant to
8 paragraph (1) of subdivision (c) of Section 92630, and if so, a
9 description of when the alumni receive those forms and the manner
10 in which the alumni receive the forms.

11 (c) Whether alumni are receiving an annual electronic
12 communication pursuant to paragraph (3) of subdivision (c) of
13 Section 92630.

14 (d) Whether campuses are using the statutory opt-out form, as
15 set forth in paragraph (2) of subdivision (c) of Section 92630, or
16 another form that meets the requirements of subdivision (c) of
17 Section 92630.

18 (e) Whether the opt-out form is provided on the homepage of
19 the alumni association's Internet Web site or in the alumni
20 association's privacy policy.

21 SEC. 6. Section 92630.9 of the Education Code is amended to
22 read:

23 92630.9. This article shall remain in effect only until January
24 1, 2016, and as of that date is repealed, unless a later enacted
25 statute, that is enacted before January 1, 2016, deletes or extends
26 that date.